



600 Union Ave., Suite 204  
Fairfield, California 94533  
Phone: (707) 421-2272 Fax: (707) 474-3761

**Position Title:** Outreach Coordinator

**Reports to:** Executive Director

## SUMMARY:

The Outreach Coordinator is responsible for coordinating all recruiting and community outreach activities for CASA of Solano County.

## POSITION RESPONSIBILITIES:

- ❖ Develop a comprehensive community outreach plan to increase awareness of and participation in CASA of Solano County.
- ❖ Implement specialized recruitment strategies targeting culturally diverse communities.
- ❖ Identify opportunities for new outreach and collaboration, and manage all outreach events.
- ❖ Develop and manage targeted recruitment and outreach campaigns.
- ❖ Attend and/or arrange for CASA participation in relevant community events.
- ❖ Contact agencies, groups, clubs and individuals to give presentations to, promoting community awareness of CASA.
- ❖ Coordinate CASA outreach activities in partnership with staff, board, volunteers and current and potential community partner entities to help meet the strategic needs of CASA of Solano County.
- ❖ Maintain database of outreach efforts and contacts.
- ❖ Maintain statistics on CASA volunteer recruitment efforts.
- ❖ Maintain a calendar of outreach opportunities available to staff, board and volunteers.
- ❖ Distribute and/or post flyers and posters in local businesses.
- ❖ Provide outcomes reports on a regular basis.
- ❖ Make independent decisions in implementing outreach activities.
- ❖ Work closely with speaker's bureau to arrange appropriate representation.
- ❖ Prepare an annual recruitment plan. Plan should include, but not be limited to the following:
  - Schedule presentations to local civic organizations, churches and major employers
  - Host informational booths at various community events
  - Track the effectiveness of all media
  - Posting flyers and posters in local businesses

## **KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED:**

- ❖ Excellent interpersonal skills and ability to relate to people from diverse backgrounds.
- ❖ Ability to excite and motivate people about the work of CASA
- ❖ Ability to work independently under general supervision and make decisions based on established procedures.
- ❖ Ability to maintain confidentiality.
- ❖ Ability to adapt to a changing environment with the ability to respond to and manage crisis with calm, mindful, and respectful approach.
- ❖ Ability to gather data, compile information, and prepare reports.
- ❖ Ability to make administrative/procedural decisions and judgments.
- ❖ Familiarity with community resources and leaders.
- ❖ Maintain knowledge of current issues and resources
- ❖ Strong oral and written communication-
  - Good telephone skills- attention to detail on follow up calls
- ❖ Current working knowledge of *Microsoft Office, Microsoft 365*.

## **EDUCATION:**

Work requires skills normally acquired through a bachelor's degree in a related field. However, an equivalent combination of relevant education and/or experience will satisfy this requirement.

## **EXPERIENCE:**

Work generally requires two years of related experience in human services or service as a CASA volunteer.

## **REQUIREMENTS:**

- ✓ Criminal justice fingerprint clearance.
- ✓ Valid driver's license.
- ✓ Travel
- ✓ Ability to work evenings and weekends.
- ✓ Physically able to lift and/or move supplies or equipment

This position requires interaction with the public and program participants, therefore a COVID-19 vaccination is highly recommended.

CASA of Solano County is committed to the principle of equal employment opportunity for all employees and to providing employees with a work environment free of discrimination and harassment. All employment decisions are based on business needs, job requirements and individual qualifications, without regard to race, color, religion or belief, national, social or ethnic origin, sex (including pregnancy), age, physical, mental or sensory disability, HIV Status, sexual orientation, gender identity and/or expression, marital, civil union or domestic partnership status, past or present military service, family medical history or genetic information, family or parental status, or any other status protected by the laws or regulations in the locations where we operate. CASA of Solano County will not tolerate discrimination or harassment based on any of these characteristics. CASA of Solano County encourages applicants of all ages.